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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 20

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57th Year 1988

Network affiliates wrap up annual meetings

Vol. 114 No. 25

Broadcasting Jun 20

CBS's spirited affiliate meeting in L.A....page 35

NTIA says cable regulations need reshaping...page 37

Fox network's future far from guaranteed...page 40

EYE OF THE STORM □ Overall, CBS affiliates were said to be optimistic about network's upcoming season, despite fact that only two new shows were deemed potential hits. CBS president and CEO Laurence Tisch takes blame for network's third place finish; criticism of network's promotional campaign and news division, also heard. **PAGE 35.**

LONG, HARD LOOK □ In 127-page report released last week, National Telecommunications and Information Administration says cable regulatory framework needs to be changed. **PAGE 37.**

COLOR THEM CONCERNED □ National Association of Broadcasters, Turner Broadcasting and Motion Picture Association of America speak out against amendment to House bill proposing film commission to deal with colorizing issues. **PAGE 41.**

STAYING IN BUSINESS □ AGB Television Research, peoplemeter competitor to Nielsen, says it needs multiyear commitments from ABC and NBC and renewal by CBS to survive economically. **PAGE 41.**

PENNY FOR YOUR THOUGHTS □ Senate and House members receive more than $100,000 in honoraria in 1987 from Fifth Estate interests. **PAGE 44.**

HILL INQUIRY □ House panel examining H.R. 1885 hears charges that cable is stifling development of competing services, including TVRO and wireless cable interests. But cable representatives say legislation is not needed. **PAGE 49.**

ALL IN THE FAMILY □ Home Box Office says it is putting more marketing dollars into its family-oriented Festival service, promoting it to homes that already have at least one other pay service. **PAGE 51.**

GROWING CLAIMS □ Revised forecast by McCann-Erickson senior vice president, Robert Coen, says TV network revenue will grow 4%-5% this year. **PAGE 54.**

STANDARDS □ CBS News correspondent Bill Plante, keynote speaker at fifth annual BROADCASTING seminar in Boston, says network reporters must maintain standards without sacrificing their search for audience. **PAGE 56.**

BIGGEST □ Buyback deal proposed by three senior executives of Infinity Broadcasting is valued at $484 million, which would make it largest radio deal in history. **PAGE 61.**

CREATING HIS NICHE □ John Hendricks started The Discovery Channel with belief that nonfiction documentary entertainment was well-defined and unserved cable service waiting to be claimed. As TDC marks its third anniversary, Hendricks says he just may do it all again. **PAGE 95.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

Comparative Renewal

■ With syndicated exclusivity behind it (see below), FCC expected to begin reform of much maligned comparative renewal process with launch of inquiry or rulemaking at meeting this Thursday (June 23). It is looking to correct what are widely seen as abuses of process and to rewrite some of comparative criteria. Assuaging concerns of NAB, FCC Chairman Dennis Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative renewal process.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.

Compulsory License

■ FCC is conducting inquiry into cable compulsory license, and may have item ready for action late summer or early fall. It is now considered "front burner" item. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similiar measure last week. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to drooping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into infor-

NBC back on top in a big way

Arbitron's May local market-by-market sweeps show NBC squarely in the number-one spot in prime time, rebounding from a February sweeps second to ABC that most observers had attributed to that network's Olympics coverage. The May numbers did nothing to undercut that assumption.

According to BROADCASTING analysis of Arbitron's sweeps of TV households during prime time for the 211 TV markets measured, NBC cleaned up, scoring 131 outright wins and four ties for a total of 135 firsts, more than double its February sweeps total of 60. It was the network's 12th win in the last 13 sweeps (February's second place had stopped a string of 11 consecutive sweeps wins). CBS ranked second with 56 firsts—including seven ties—up from its February total of 45. ABC came in third with 27 wins, including three ties, down dramatically from its 111 firsts in February.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., and Sunday, 7 p.m.-11 p.m., NYT). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary affiliation in a given market.

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	15	15	**24**
Albany, Ga. (151)	5	—	**55**
Albany-Schenectady-Troy, N.Y. (52)	51	72	**77**
Albuquerque, N.M. (56)	56	41	**72**
Alexandria, La. (160)	5	—	**40**
Alpena, Mich. (211)	—	**5**	—
Amarillo, Tex. (117)	**30**	23	27
Anniston, Ala. (192)	—	**12**	—
Ardmore-Ada, Okla. (172)	15	**21**	15
Atlanta (12)	156	161	**219**
Augusta, Ga. (102)	**36**	35	27
Austin, Tex. (71)	39	**55**	40
Bakersfield, Calif. (145)	**23**	20	22
Baltimore (22)	115	123	**157**
Bangor, Me. (156)	16	21	**22**
Baton Rouge (91)	47	**48**	41
Beaumont-Port Arthur, Tex. (124)	26	32	**39**
Bend, Ore. (207)	—	**4**	**4**
Billings-Hardin, Mont. (164)	10	**15**	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**27**	—	—
Binghamton, N.Y. (132)	11	**35**	19
Birmingham, Ala. (49)	71	35	**115**
Bluefield-Beckley-Oak Hill, W.Va. (141)	19	—	**28**
Boise, Idaho (136)	17	17	**26**
Boston (6)	269	227	**306**
Bowling Green, Ky. (191)	**19**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	19	39	**65**
Buffalo, N.Y. (38)	73	79	**105**
Burlington-Plattsburgh, Vt. (96)	12	**43**	37
Butte, Mont. (189)	5	**9**	6
Casper-Riverton, Wyo. (188)	2	5	**12**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	36	32	**57**
Charleston, S.C. (109)	27	37	**44**
Charleston-Huntington, W.Va. (46)	54	60	**96**
Charlotte, N.C. (31)	77	**114**	58
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	37	45	**59**
Cheyenne, Wyo.-Scttsblff, Neb.-Strlng, Colo. (183)	—	**10**	—
Chicago (3)	412	302	**456**
Chico-Redding, Calif. (140)	**25**	20	15
Cincinnati (29)	78	**101**	99
Clarksburg-Weston, W.Va. (162)	—	**22**	20
Cleveland (11)	**219**	181	217
Colorado Springs-Pueblo (97)	28	29	**35**
Columbia, S.C. (87)	21	31	**82**
Columbia-Jefferson City, Mo. (152)	13	21	**26**
Columbus, Ga. (118)	**31**	30	18
Columbus, Ohio (33)	76	103	**125**
Columbus-Tupelo, Miss. (133)	7	26	**48**
Corpus Christi, Tex. (120)	26	21	**29**
Dallas-Fort Worth (8)	**220**	215	205
Davenport, Iowa-Rock Island-Moline, Ill. (77)	38	43	**58**
Dayton, Ohio (48)	49	**76**	70
Denver (19)	112	107	**148**
Des Moines (66)	39	49	**59**
Detroit (7)	237	192	**305**
Dothan, Ala. (157)	8	**36**	—
Duluth, Minn.-Superior, Wis. (122)	23	22	**27**
El Centro, Calif.-Yuma, Calif. (181)	5	5	**8**
El Paso, Tex. (104)	28	26	**39**
Elmira, N.Y. (165)	10	—	**16**
Erie, Pa. (143)	19	17	**35**
Eugene, Ore. (137)	23	**27**	16
Eureka, Calif. (186)	—	**7**	**7**
Evansville, Ind. (90)	37	32	**39**
Fargo, N.D. (107)	24	26	**27**
Flagstaff, Ariz. (205)	—	—	**6**
Flint-Saginaw-Bay City, Mich. (59)	60	30	**90**
Florence, S.C. (130)	21	**48**	—
Fort Myers-Naples, Fla. (98)	19	35	**39**
Fort Smith, Ark. (148)	21	**26**	17
Fort Wayne, Ind. (99)	32	31	**39**
Fresno, Calif. (63)	46	44	**51**
Gainesville, Fla. (166)	**17**	—	—
Glendive, Mont. (212)	—	**1**	**1**
Grand Junction, Colo. (176)	6	**10**	—
Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	68	63	**82**
Great Falls, Mont. (177)	**8**	**8**	5
Green Bay, Wis. (68)	55	44	**60**
Greensboro-Winston Salem-High Point, N.C. (50)	66	78	**90**
Greenville-New Bern-Washington, N.C. (95)	27	36	**57**
Greenville-Asheville-Spartanburg, S.C. (36)	74	83	**127**
Greenwood-Greenville, Miss. (168)	**20**	11	—
Hagerstown, Md. (195)	—	—	**20**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	48	59	**101**
Harrisonburg, Va. (200)	**16**	—	—
Hartford-New Haven, Conn. (23)	92	**147**	85
Helena, Mont. (209)	—	—	**4**
Houston (10)	**197**	140	165
Huntsville-Decatur-Florence, Ala. (89)	36	40	**45**
Idaho Falls-Pocatello (159)	10	13	**16**
Indianapolis (24)	96	105	**128**
Jackson, Miss. (82)	19	49	**66**
Jackson, Tenn. (180)	**25**	—	—
Jacksonville, Fla. (57)	37	**75**	60
Johnstown-Altoona, Pa. (85)	—	45	**72**
Jonesboro, Ark. (174)	**21**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	26	**28**	22
Kansas City, Mo. (28)	90	92	**107**
Knoxville, Tenn. (61)	51	**73**	46
La Crosse-Eau Claire, Wis. (134)	15	21	**32**
Lafayette, Ind. (193)	—	**12**	—

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Lafayette, La. (112)	33	**50**	—
Lake Charles, La. (170)	—	—	**33**
Lansing, Mich. (105)	—	**45**	42
Laredo, Tex. (199)	3	3	**4**
Las Vegas (94)	24	35	**47**
Laurel-Hattiesburg, Miss. (161)	—	5	**28**
Lexington, Ky. (76)	38	**50**	48
Lima, Ohio (196)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (92)	22	**41**	13
Little Rock, Ark. (55)	63	59	**83**
Los Angeles (2)	543	460	**603**
Louisville, Ky. (47)	50	75	**87**
Lubbock, Tex. (149)	13	17	**21**
Macon, Ga. (134)	16	**36**	20
Madison, Wis. (106)	29	32	**34**
Mankato, Minn. (208)	—	**8**	—
Marquette, Mich. (184)	—	**15**	—
McAllen-Brownsville, Tex. (115)	**23**	**23**	19
Medford, Ore. (153)	12	15	**31**
Memphis (41)	59	81	**128**
Meridian, Miss. (175)	**14**	7	5
Miami (16)	143	148	**180**
Milwaukee (30)	80	81	**111**
Minneapolis-St. Paul (13)	118	**152**	141
Minot-Bismarck-Dickinson, N.D. (146)	7	17	**30**
Missoula, Mont. (173)	13	9	**15**
Mobile, Ala.-Pensacola, Fla. (58)	48	72	**73**
Monroe, La.-El Dorado, Ark. (116)	11	**47**	27
Montgomery, Ala. (101)	13	27	**67**
Nashville (32)	65	108	**125**
New Orleans (34)	71	110	**119**
New York (1)	818	715	**900**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va (43)	60	74	**94**
North Platte, Neb. (210)	—	—	**6**
Odessa-Midland, Tex. (143)	20	**21**	20
Oklahoma City (37)	59	84	**89**
Omaha (70)	44	48	**57**
Orlando-Daytona Beach-Melbourne, Fla. (27)	107	112	**136**
Ottumwa, Iowa-Kirksville, Mo. (204)	**15**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	29	50	**55**
Palm Springs, Calif. (178)	7	—	**8**
Panama City, Fla. (171)	14	—	**26**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria-Bloomington, Ill. (110)	28	27	**37**
Philadelphia (4)	402	333	**421**
Phoenix (21)	104	116	**122**
Pittsburgh (17)	**183**	181	179
Portland, Ore. (26)	80	94	**96**
Portland-Poland Spring, Me. (69)	45	32	**50**
Presque Isle, Me. (203)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (44)	70	56	**100**
Quincy, Ill.-Hannibal, Mo. (154)	—	18	**22**
Raleigh-Durham, N.C. (35)	85	**88**	52
Rapid City, S.D. (167)	**17**	—	13
Reno (121)	**23**	20	22

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Richmond, Va. (62)	46	**65**	**65**
Roanoke-Lynchburg, Va. (73)	33	**62**	58
Rochester-Austin, Minn.-Mason City, Iowa (147)	16	15	**22**
Rochester, N.Y. (72)	44	47	**57**
Rockford, Ill. (114)	19	23	**29**
Roswell, N.M. (194)	—	**12**	—
Sacramento-Stockton, Calif. (20)	103	103	**145**
St. Joseph, Mo. (187)	**13**	—	—
St. Louis (18)	109	136	**194**
Salinas-Monterey-San Jose, Calif. (111)	**40**	19	38
Salisbury, Md. (162)	13	**22**	15
Salt Lake City (40)	69	64	**83**
San Angelo, Tex. (189)	—	**10**	—
San Antonio,Tex. (42)	59	73	**82**
San Diego (25)	81	**96**	86
San Francisco (5)	234	223	**255**
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	**24**	21	20
Savannah, Ga. (103)	17	38	**39**
Seattle-Tacoma (15)	133	123	**160**
Shreveport, La.-Texarkana, Tex. (64)	53	56	**65**
Sioux City, Iowa (125)	25	9	**29**
Sioux Falls-Mitchell, S.D. (100)	30	**43**	19
South Bend-Elkhart, Ind. (84)	32	44	**61**
Spokane, Wash. (79)	41	40	**53**
Springfield, Mass. (108)	28	—	**42**
Springfield, Mo. (81)	20	41	**56**
Springfield-Decatur-Champaign, Ill. (74)	34	43	**56**
Syracuse, N.Y. (67)	45	57	**61**
Tallahassee, Fla.-Thomasville, Ga. (126)	11	**49**	10
Tampa-St.Petersburg-Sarasota (14)	149	178	**203**
Terre Haute, Ind. (129)	8	28	**38**
Toledo, Ohio (65)	40	62	**83**
Topeka, Kan. (142)	10	**24**	23
Traverse City-Cadillac, Mich. (138)	12	**38**	31
Tucson, Ariz. (83)	36	34	**47**
Tulsa, Okla. (54)	50	66	**67**
Tuscaloosa, Ala. (185)	—	**7**	—
Twin Falls, Idaho (202)	—	**8**	1
Tyler-Longview, Tex. (123)	**40**	9	17
Utica, N.Y. (158)	9	—	**23**
Victoria, Tex. (206)	3	—	**6**
Waco-Temple, Tex. (93)	19	**40**	35
Washington (9)	182	193	**208**
Watertown-Carthage, N.Y. (169)	4	14	**15**
Wausau-Rhinelander, Wis. (128)	**26**	**26**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	41	29	**78**
Wheeling, W.Va.-Steubenville, Ohio (139)	—	32	**38**
Wichita-Hutchinson, Kan. (60)	39	52	**56**
Wichita Falls, Tex.-Lawton, Okla. (130)	16	20	**23**
Wilkes Barre-Scranton, Pa. (51)	67	54	**73**
Wilmington, N.C. (150)	25	9	**52**
Yakima, Wash. (127)	17	**28**	24
Youngstown, Ohio (88)	34	43	**51**
Zanesville, Ohio (201)	—	—	**11**

SportsChannel nets NHL rights

Cable sports service will pay $50 million-plus for three years of hockey action

Rainbow Programing Enterprises' SportsChannel America, an ad hoc network of regional cable sports services, has won the rights to National Hockey League telecasts, for which it will pay more than $50 million over the next three seasons. That figure is more than double the amount paid by ESPN under the current NHL contract. SportsChannel will divide coverage of the roughly 50 NHL games each year among its five regional sports cable channels in New York, Chicago, Philadelphia, New England and Florida. Rights to games not served by those services will be sold to regional sports services in 12 other areas of the country.

Whether the games are offered as part of a basic or pay package will be at the discretion of the individual channels. Sportschannel also retains the right to sell the games in a given region to a broadcast station instead of a cable channel.

Last week's announcement of a change in venue for hockey marked the first time that such an ad hoc network has won the rights to a major sport. The move was also seen by a number of industry observers as an assertive step forward by SportsChannel America in the purchasing of national sports rights. SportsChannel America is considered to be in the running for the next Major League Baseball television contract, which begins with the 1990 season.

In a statement, ESPN President Bill Grimes said that "we are disappointed" at losing the rights to hockey. "Our proposal to renew our agreement included a significant

increase in rights fees."

Along with the five million cable households SportsChannel's five channels deliver, the other regional services are expected to bring that number to 10 million homes initially.

According to SportsChannel's Richard Kahn, director of marketing and public relations, that number is expected to increase to 30 million homes within two to three years. Kahn said that although that number would be under ESPN's current universe of 47 million homes, it would be unfair to compare the two audiences since the SportsChannel's regionalization of the NHL games will more specifically target hockey fans.

Kahn said that programing plans for the regional set-up are still undetermined, but that in all likelihood there will be four "games of the week" for the regional channels to chose from.

Joel Nixon, vice president of broadcasting at the NHL said the league expects that SportsChannel "intends to make the NHL its centerpiece."

Nixon said that the move of hockey from ESPN to SportsChannel was in no way an expression of disaffection with ESPN. "The NHL was very happy with ESPN's handling of the production of its games," he said.

SportsChannel already has history in production of hockey games, with its regional channels carrying the games of the New York Islanders, New Jersey Devils, Chicago Black Hawks, Hartford Whalers and Philadelphia Flyers."We took that to its natural extension," said Kahn. □

Prime Time Tonight may become national player

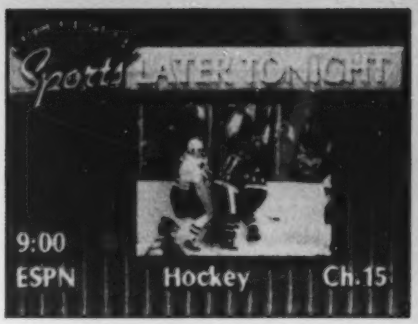
Encouraged by early research, officials evaluate plans to launch PTT nationwide later this year

Officials of Prime Time Tonight, pleased with test results for the cross-promotional service, are evaluating plans to launch it nationwide later this year.

"We're still in a holding pattern," said Michael Eckert, president of the Weather Channel, where PTT appears for three minutes each half hour, but he is encouraged with results from PTT research. "We are in the process of exploring with the operator community whether PTT will launch, and that will be determined on the number of MSO's and systems that sign up for it."

Eckert said PTT partners—Landmark Communications (which owns the Weather Channel), Tele-Communications Inc. and Cable Video Entertainment—will meet this week to decide on plans to take it to the operator community. A final decision is expected by the end of July. But TCI's backing, plus that of an advisory board made up of many of the top MSO's and whose members are encouraged by the test results, give PTT a leg up on becoming a reality.

At three minutes before each half hour on the Weather Channel, PTT appears, providing viewers information on what is being aired on 14 to 18 key basic and pay networks on the cable system. The preview segments are cable-system specific, providing viewers with video clips of programing, voice-over descriptions, the program's start time and channel location. The information is system-specific because of technology the Weather Channel has developed: an upgraded version of WeatherStar, which allows for insertion of local material in the national feed. Operators who take PTT reduce but do not eliminate the time per hour used for local weather forecasts. During prime time, local weather forecasts appear on the channel about every five minutes.



Prime Time Tonight was tested from January through April in portions of nine systems, reaching 18,000 subscribers. About 25% (4,500 subscribers) said they regularly viewed PTT. Additionally, 62% of that core viewing group said PTT influenced their viewing patterns; 55% said PTT helped in-

NBC's 11.8 takes week, CBS's 9.0 takes news

Nielsen		Net		AGB
1.	19.0/34	N Cheers	2.	18.5/33
2.	18.9/35	N Different World	4.	17.9/33
3.	18.6/36	N Cosby Show	1.	18.9/36
4.	18.4/31	N Night Court	5.	16.9/30
5.	16.6/30	C CBS Sunday Movie	6.	15.6/28
6.	16.3/34	N Golden Girls	3.	18.3/38
7.	15.5/28	N L.A. Law	16.	13.3/24
8.	14.8/27	C NBA Finals, game 2	15.	13.5/25
9.	14.8/34	C 60 Minutes	8.	15.1/35
10.	14.4/27	N Hogan Family	19.	13.0/24
11.	14.4/26	N NBC Monday Movie	11.	14.2/26
12.	14.2/25	N NBC Tuesday Movie	10.	14.3/26
13.	14.1/28	C Murder, She Wrote	12.	14.1/28
14.	13.9/26	C NBA Finals, game 1	13.	13.9/26
15.	13.7/27	A 20/20 10th Anniversary	9.	15.0/28
16.	13.7/28	N Amen	7.	15.2/30
17.	13.7/29	N Hunter	14.	13.8/28
18.	13.6/26	A Growing Pains	21.	12.8/25
19.	13.1/24	A Head of the Class	23.	12.0/23
20.	12.9/26	N ALF	17.	13.2/26
21.	12.8/25	A Who's the Boss?	18.	13.1/25
22.	12.8/24	A Perfect Strangers, Tues.	20.	12.9/24
23.	12.3/22	C Equalizer	33.	9.9/19
24.	12.0/21	A Hooperman	29.	10.8/20
25.	12.0/27	N 227	22.	12.4/28
26.	11.8/21	A ABC Sunday Movie	27.	10.9/20
27.	11.4/20	C Newhart	25.	11.1/20
28.	11.1/20	A China Beach	28.	10.8/21
29.	10.8/21	N Matlock	24.	11.8/23
30.	10.7/21	N Miami Vice	42.	8.9/17
31.	10.4/21	C Kate and Allie	26.	11.1/22
32.	10.0/19	C Designing Women	30.	10.4/20
33.	9.7/17	C Eisenhower and Lutz	35.	9.6/17
34.	9.4/16	A Moonlighting	43.	8.9/16
35.	9.4/17	N NBC Sunday Movie	31.	10.0/18
36.	9.3/20	A Full House	37.	9.5/20
37.	9.3/17	C Jake and the Fatman	48.	8.2/16
38.	9.3/18	N My Two Dads	34.	9.7/19
39.	9.0/16	C Cagney and Lacey	46.	8.6/16
40.	8.9/16	A ABC Thursday Movie	39.	9.2/17
41.	8.9/19	N Best of TV Bloopers	32.	10.0/21
42.	8.9/18	N Family Ties	36.	9.6/20
43.	8.9/21	N Facts of Life	38.	9.4/22
44.	8.7/15	A Slap Maxwell Story	47.	8.2/15
45.	8.7/17	C CBS Friday Movie	45.	8.6/16
46.	8.7/17	N Sonny Spoon Detective	49.	8.1/15
47.	8.7/15	N Sara	44.	8.7/16
48.	8.6/15	A Thirtysomething	51.	7.7/14
49.	8.4/17	A MacGyver	53.	7.4/15
50.	8.2/15	N Highway to Heaven	40.	9.2/18
51.	8.0/18	A Perfect Strangers, Fri.	41.	9.2/20
52.	7.9/17	C Beauty and the Beast	52.	7.6/16
53.	7.8/14	N Bronx Zoo	50.	7.9/15
54.	7.7/16	A Spenser: For Hire	60.	6.5/13
55.	7.3/14	C 48 Hours	59.	6.5/12
56.	7.2/15	C Tour of Duty	58.	6.6/13
57.	7.1/13	A Monday Night Baseball	57.	6.7/13
58.	6.7/13	C Houston Knights	62.	6.1/12
59.	6.7/12	N Days, Nights of M. Dodd	54.	7.1/13
60.	6.2/13	A Ohara	63.	5.2/10
61.	6.2/13	C Walter Cronkite at Large	61.	6.2/13
62.	6.1/14	C High Mountain Rangers	56.	6.8/16
63.	5.9/13	N Our House	55.	7.0/16
64.	5.4/12	A Disney Sunday Movie	64.	4.8/11
65.	4.7/11	A Probe	65.	4.5/10

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